



Expanding your thinking about....

- *How effective community engagement drives quality improvement*
- *The Progression of Leadership model and related readiness indicators*
- *How community engagement relates to the MCH Pyramid*
- *Strategic steps MCH programs can take to increase community engagement*

Civic Engagement

Community members participating in the civic process, demonstrating the core tenets of democracy.



Keeping it Real!

Who is “doing” Civic Engagement

- Moms care about outcomes for children
- Dads are eager to learn civic skills they need to lead effectively for children.
- Families want to live and thrive in healthy communities
- Young adults are invested in their opportunities
- Young professionals are asking why/where/how
- Grandparents raising grandkids have a renewed sense of justice and equity

Office of Public Engagement

*“The Office of Public Engagement helps open the **two-way** dialogue, ensuring that the issues impacting our nation’s proud and diverse communities have a receptive team dedicated to **making their voices heard** within the Administration, and even more importantly helping their **concerns be translated into action** by the appropriate bodies of the Federal Government.*

The Office of Public Engagement removes obstacles and barriers for engagement and works to improve public awareness and involvement in the work of the Administration.”

www.whitehouse.gov

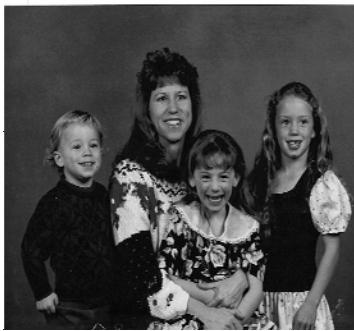
Community Engagement

An intentional shift from a dependency model to a partnership model.



From **Servicing**
Families to **Partnering**
with Families.

Trial by Fire



- Holly age 2 diagnosis
- Underprepared
- 150 seizures each day
- Accessing Services
- New Meaning

From Try to Triumph

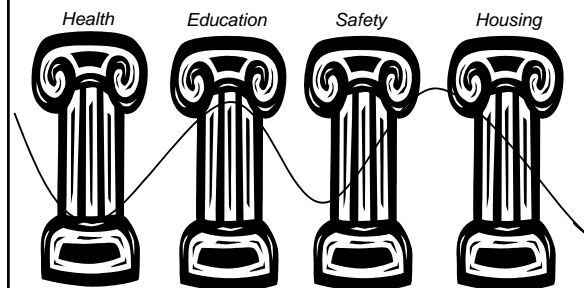


- Model Resilience
- No more learned helplessness
- Keep the Try in Triumph

The Power of Community



Families as Content Experts



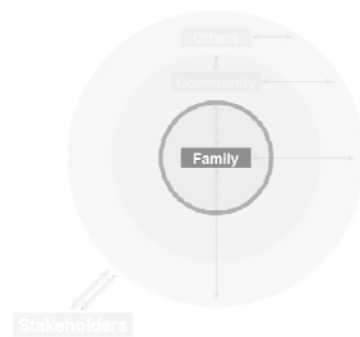
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Progression of Family Leadership



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Progression of Family Leadership



Progression of Family Leadership

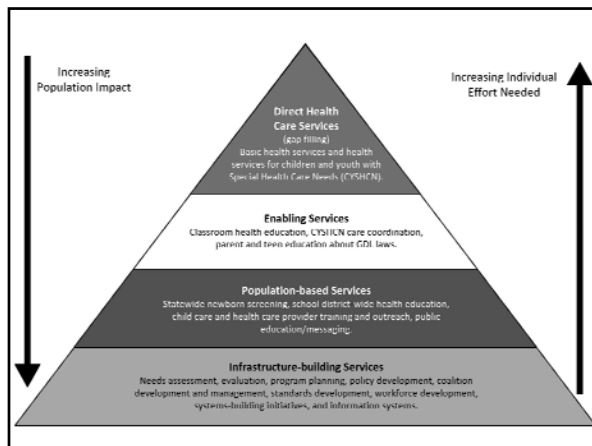


Progression of Family Leadership



Readiness Indicators

- *Inner Ring* – Clinical or direct service focused
- *Mid-Ring* – Community focus such as schools, neighborhood
- *Outer Ring* – Policy focus, understands broad context and impact.



All levels of leadership are valuable!



Partnerships are critical at all levels.

Speaking of Partnership!



Recruitment Strategies

- *We need you! We can't create programs that meet families' needs without you!*
- *Family groups, community groups, cultural brokers can help*



Diversity leads to Innovation

Each population will have unique perspectives on needs of their community braided with culturally sensitive approaches.



Philosophically....

- Keep the **Public** in Public Health and the **Humans** in Human Services
- Commit staff time and dollars
- Frame this as an investment

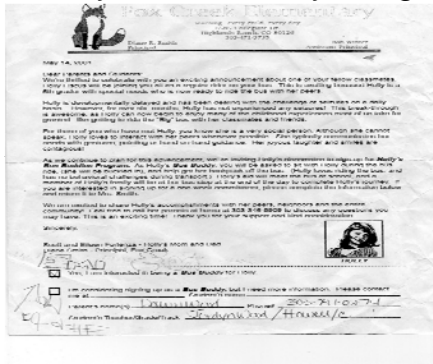
The Short Bus



Unnecessary Segregation



Holly's Bus Buddy Program



Agency Readiness Factors

- Explore past history
- Full transparency
- Leadership support in all directions
- Willingness to be flexible
- **Your budget is your policy statement!**

Moving Forward

- Adopt a consultative model
- Review budget priorities
- Consider readiness and skill sets
- Conduct agency Self Assessment
www.SparkPolicyInstitute.org

Mythbusting

Fear Based Thinking	Innovative Thinking
Families are complainers	Families bring informed solutions
Families don't understand community challenges	Families and youth are the best advisors regarding local needs assessments
HIPPA regs won't allow for this	Leaders can sign confidentiality statements like any other consultant
Engaging families/youth takes too much time	Efficiency is increased
Families/youth are not available to participate	Develop contracts for equitable pay
The families/youth we work with don't care	We haven't tried hard enough

Family Leadership Training Institute - FLTI

- *Community-based leadership course*
- *Cultivates strengths at the community level*
- *Community investment in leadership development*

FLTI Curriculum Overview

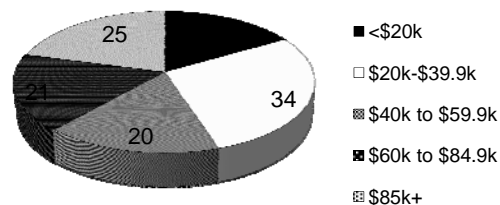
Core Components:

- 20-sessions – Leadership and Civics
- Adult Learning Methodology
- Weekly for 4 hours, 1 night a week
- Community Project

Current Landscape

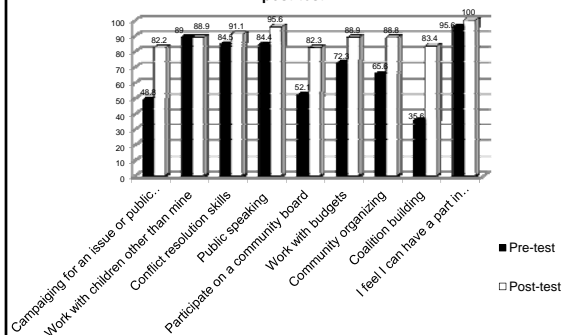
- Currently in seven communities:
 - Adams (mono-lingual Spanish)
 - Arapahoe/Douglas counties
 - Denver/Aurora
 - Eagle
 - Larimer
 - Mesa
 - Montezuma/Dolores counties

Income Diversity



Skills Development

Change in knowledge and skills pre-test to post-test



Community Projects

200+ Graduates with sustained or completed projects, including:

- Depression following pregnancy
- Teen Parents – support and connection
- Adult Drug Court – reduce recidivism rates
- Domestic Violence – support and connection
- Fatherhood Initiatives – All-Pro Dad's Breakfast
- Family Treatment Court - sustainability
- Nutrition and Wellness
- Grandparents raising grandkids

Communities Interested in FLTI

- Boulder area
- Custer County
- El Paso/Teller
- Fort Morgan
- Weld
- Additional Spanish-speaking groups
- Denver neighborhoods

Colorado's Human Capital



The Next Generation of Leaders!



Can you grasp the significance?



Imagine When....

- Families/Youth ask questions – from the exam table to the policy table
- Family/Youth Leaders partner in every region of our state
- All grants written and reviewed with skilled Family/Youth Leaders
- Constituency of Families/Youth is strong on the steps of the Capitol
- MCH Leadership competencies are reflected by Family/Youth Leaders

A Paradigm Shift

- It's about partnership, *not* service
- Family/Youth Leaders are part of the MCH Workforce as content experts

COMMUNICATION IS THE KEY



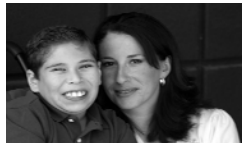
Unprecedented Time of Change

- Health Care Reform
- 75+ years of Maternal and Child Health
- Life Course Theory
- Technology

Measurement Moves Policy

Track *impact* of family/youth leadership:

- ✓ Short or long term committees
- ✓ Testimony to the legislature
- ✓ Program and policy development
- ✓ Development of materials and communication
- ✓ Focus groups
- ✓ Staff trainings
- ✓ Advisory Councils



As an MCH Leader...If not you...then who

- Families/Youth are human capital for our state!
 - Leadership development aligns with Life Course Theory
- "Today's experiences and exposures influence tomorrow's health."*

Keep in Mind....

- In times of doubt and concern, we are called to examine what we could do differently.
- Remember to keep the LEAD in Leadership
- Effective engagement of families/youth is cost effective.

Family Leaders are content experts with layers of experience. Partnership is the key to positive child outcomes.



Thank you!

Contact Information:

Eileen Forlenza
Family and Community Engagement Specialist
Eileen.Forlenza@state.co.us
303-692-2794